



CALPEEK

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L.A. MAYOR'S RACE: BATTLE SHIFTS TO THE TUBE.

Editor's note: As the campaign to succeed L.A. Mayor Tom Bradley heads down to the last 3 weeks, the candidates have taken to the airwaves with a batch of 30-second TV spots. Some of the ads are good, others just so-so. Here's CALPEEK's update and analysis on the April 20th mayor's race...

...Candidates Richard Riordan, Nick Patsaouras, Mike Woo and Joel Wachs have all had at least a week or two worth of TV ads --- Riordan much more. Now, as the public begins to really focus on this race, candidates Richard Katz and Linda Griego have begun to air their first commercials. While most of the attention has been on Katz, Griego's "Lady In Red" spot with life-size photos of her major **male challengers** is just now hitting and it's a catchy spot. Question: does Griego have the bucks to keep it up? Most CALPEEK sources doubt it, but we'll have to wait and see. She certainly comes across better on TV than in person. But critics says she's **not ready for prime time**...

...Back to Katz. His first 30-sec. ad comes on like "Dirty Harry." While Katz doesn't actually say, "make my day," his *main pitch* is to put more cops on the street, get tough with gangs, enforce the *death penalty* and pass tough, new **gun laws** -- all of this without raising taxes. In terms of Katz's overall first ad, it's good, but not a homer or even a triple. But it's got him to first base and Katz has more ads almost ready for rotation. Some sources who have seen the ad think Katz is taking dead aim at Riordan, who also has a law & order message. Again, the biggest concern about Katz is whether his 3-week, \$1 million media buy comes too late. He has to pick up at least 17-20 points to make a runoff...

...So let's get **negative**. *When is the dirt going to fly?* In order for Katz to make a runoff, very soon he's got

to bash the two frontrunners -- Woo & Riordan. But will Katz focus just on Riordan, or on Woo? Or will he blast both? Material is there for a double-barreled hit -- go after Riordan for trying to buy the race; and go after Woo as being part of what Katz calls "the city hall crowd" and for the perception Woo is soft on crime. Will Woo or Riordan stand still under attack? No way...

...FYI: What you're not hearing on the campaign trail is that many of the candidates are **worried** about what could happen in the next few weeks because a verdict in the Rodney King/cop trial is possible before the April 20th election. That verdict could have a **dramatic** impact on the election -- especially if there's the threat of violence **before** the verdict is announced or if in fact there is violence **after** the verdict. Perhaps this explains why Katz has taken a very tough stand on law & order issues. It's a risky strategy, but it could be the correct one if there's trouble. Stay tuned...

AG LUNGREN SQUARES OFF WITH ASSEMBLYWOMAN ALPERT OVER CASINO GAMBLING ON CRUISE SHIPS.

Calif. AG Dan Lungren(R) is nervous about a bill to repeal legislation banning casino-type gambling on cruise ships that sail between Calif. ports. On March 24, Lungren mailed the news media a copy of a 5-page letter he sent to Speaker Willie Brown(D), outlining his reasons for opposing AB 74 by Assemblywoman Dee Dee Alpert(D-San Diego). Alpert's bill has passed out of the Assembly's Govt. Operations Cmt. on a 9-4 vote and could come up for a floor vote at any time...

...The current law, in the form of AB 3769 by Assemblyman Mickey Conroy(R-Orange Co.), bans casino gambling on cruise ships making *consecutive stops* in Calif. ports. In other words, if an L.A.-to-Mexico bound cruise ship stops at Catalina and San Diego prior

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to sailing to Mexico, the gambling can't take place until the ship leaves San Diego...

...The tourism industry, especially in San Diego and Catalina, are up in arms over the current law and are backing Alpert's bill to repeal the current law. Opposing the bill (or wanting to keep the casino gambling ban in place) are CA card clubs, the horse racing industry and Lungren. In other words, this is a mini-war among some powerful special interests...

...In terms of revenue loss because of the current law, tourism sources say San Diego could lose up to \$13 million per year. Cruise ships bound for Mexico stop at San Diego for up to 6 hours, during which time visitors may end up at the San Diego Zoo or Sea World. If in fact San Diego and/or Catalina are taken off the list of ports where cruise ships stop, this will hurt the tourism industry, these sources claim...

...Why is Lungren opposed to the repeal? In his letter to Brown, the AG says AB 74 would permit Calif.'s Indian tribes to demand full-scale casino gambling on their reservations - just like the Seminole tribe did in Florida. In other words, if casino gambling is permitted in CA coastal waters, then in Lungren's view, CA Indian tribes can ask for the same right on their lands. In fact, there is a federal district court case in Sacramento (Fed. Judge Garland E. Burrell Jr.'s court) which is hearing Rumsey Rancheria of Wintun Indians vs. CA Gov. Pete Wilson (CIV-F-92-812). This court case will determine whether CA Indian tribes can have casino gambling. CALPEEK called Judge Burrell's court to find out when a ruling was due, but did not receive a call back. CALPEEK sources say the ruling is due soon...

...What are the odds of Alpert's AB 74 passing in the State Assembly? Sources say 50-50. Stay tuned...

TO CALPEEK SUBSCRIBERS: CHANGE OF ADDRESS.

If you're planning to move or have already done so, PLEASE send CALPEEK a change of address notice/letter WITH your current CALPEEK mailing label. The label contains a code which makes it easy to quickly process your change of address. Or call us with the code information. Thanks...

SPECIAL ELECTION UPDATE: ACTION IS SLOW...

Editor's note: Dull is about the best way to describe a number of **special elections** taking place over the next few weeks. Here's a quick update...

● **17th C.D.** - In this April 13 congressional special to replace Leon Panetta(D), who is now the Clinton Admin.'s director of OMB, the heavy favorite to make a runoff is Assemblyman Sam Farr(D-Carmel). Farr's best known Demo challenger is Monterey Co. Sup. Barbara Shipnuk. And some might rate Salinas attorney Bill Monning in a 2nd tier. However, most CALPEEK sources in the 17th C.D. rate Farr as the front-runner. Could Farr win without a June 8th runoff?? Doubtful, not with a field of 26 candidates. Is it possible for Shipnuk to pull an upset? Most sources doubt it, unless the top 3-4 Demos in the field really begin to play "hit city" with Farr -- then he could be in for a long night. FYI: Farr and Shipnuk are on TV...

...As for the Republicans, Bill McCampbell and Jess Brown seem to have the most credible campaigns, but some sources also believe attorney Bob Ernst could be a factor. Regardless, most sources doubt that a Republican can take this seat in a runoff...

● **2nd S.D.** - In this district centered around Vallejo and Santa Rosa, Demo State Sen. Mike Thompson is locked in a battle with GOP businesswoman Margie Handley. The runoff is April 27 and most expect Thompson to win because the district has a solid Demo voter registration edge. However, Thompson's team isn't taking chances - especially after a rather lack luster primary where there was only about a 20% turnout. Thompson's campaign is trying to beef up the Demo turnout with a substantial GOTV effort...

● **16th S.D.** - In this Central Valley special runoff, also set for April 27, Demo Assemblyman Jim Costa of Hanford has been more than pleased to see his GOP opponent, former hardline conservative Assemblyman Phil Wyman of Bakersfield, go begging for endorsements from his primary challenger, Bakersfield Councilman Kevin McDermott, and from Bakersfield's other major GOP power, U.S. Rep. Bill Thomas. Just looking at some of the recent headlines in the Bakersfield Californian newspaper gives one the impression that Wyman doesn't have the backing of a united Republican Party. Will this lack of unity last? Demos who have been watching the race carefully have mixed

opinions about what McDermott and Thomas will do. Some think both will stay out of the race entirely, while a slight majority think that both will ultimately endorse Wyman --- reluctantly. Neither Thomas nor McDermott want to be tagged as the Republicans who cost Wyman a seat in the State Senate. How do most CALPEEK sources rate the contest? Very close, with perhaps a slight edge to Costa at this point, based on Wyman's inability to solidify his GOP base...

● **5th A.D.** - The list of Republicans who would like to succeed the late B.T. Collins of Sacramento in the State Assembly is growing each day. In last week's issue of CALPEEK, we listed two contenders: hardline conservative Barbara Alby, who ran unsuccessfully against Collins twice; and Lou Barnett, the Wilson Admin.'s house hardline conservative. Now add to the list the following: Mark Baughman, former AA to GOP Assembly Leader Bill Jones; Sacto Co. Deputy DA Jan Scully; and perennial GOP candidate Carla Lowe. As CALPEEK went to press, Gov. Wilson set May 25 for this special. Stay tuned...

THE WAXMAN-BERMAN GROUP: ARE THEY STILL IN BUSINESS? OR ARE THEY JUST HIBERNATING???

Editor's note: In CALPEEK's worth reading file was a recent article in the L.A. Times by Washington D.C. staffer Alan C. Miller, in which he wrote about the demise of the powerful Demo political alliance of U.S. Reps. **Henry Waxman** and **Howard Berman**. Here's CALPEEK's update...

...Demise, dissolution or termination are probably not the right words to describe the current state of one of the more powerful alliances in Calif. politics. But it's really tough to come up with a better description. In the Miller story, Waxman makes it very clear that his heart is in Washington D.C., involved the public policy debate, rather than in Calif. or L.A., where politics is king. This doesn't come as a huge shock to political insiders who have been watching Waxman distance himself in terms of direct political involvement for some time. Does this mean the W-B alliance is over? Hard to say because Waxman may still get involved in elections on behalf of other longtime W-B members or for *close allies* of the organization...

...So where does this leave Howard Berman and the rest of the alliance? For the most part, the **Bermanites** are healthy, politically speaking, but there's no doubt

the organization had its share of trouble in 1992. Demo Assemblymembers Barbara Friedman, Burt Margolin and Terry Friedman all won reelection last year, and L.A. City Controller Rick Tuttle (he's a member of long standing), should win another term Apr. 20. State Sen. Herschel Rosenthal, although he didn't win election to the new 23rd S.D. last year, still has about 20 months remaining on his current term....

...As for Berman allies, the number has decreased over the years, but the organization still counts Demo Assemblymembers Gwen Moore, Willard Murray and Steve Peace and State Sen. Gary Hart as "friends." Ditto Controller Gray Davis...

...What about the Berman political operation, better known as **Berman & D'Agostino Campaigns**(BAD Campaigns)? Consultants Michael Berman and Carl D'Agostino are in **very deep** hibernation. Sources say that both are burned out, especially D'Agostino, who sources say has wanted out of politics for some time. They both have been saying, "One last time for the past 5 years," one source told CALPEEK. How do potential clients feel about not having BAD Campaigns around? It's a mixed blessing. "Some say, 'Thank God they're gone.' But the next sentence is, 'I wonder if we can sign them up?'" another source said...

...So who has taken over for BAD Campaigns? There are several BAD operatives who will take up the slack. Consultant Jerry Seedborg ran a slate operation last year that looked just like the old BAD slates; and consultants Kevin Acebo and Marc Litchman are both very capable, longtime Berman operatives. So is Chuck Levin, but he's in Florida these days...

...FYI: Can you name the GOP consultant, who back in 1974, tagged the W-B operation as the Waxman-Berman Machine? Stay tuned...

BALANCE THE BUDGET DAY IN L.A. ON APRIL 5th...

About 70 community participants will gather from 8:30 a.m. to 2 p.m., April 5 for a *Balance The Budget Day*, sponsored by the San Fernando Valley Bd. of Realtors and the L.A. Daily News. Grand Ballroom, Airtel Plaza Hotel, Van Nuys. For info (213)891-2822. Ask for Paul Kradin or Cathy Connelly...

CALPEEK'S EASY REFERENCE GUIDE FOR NEXT WEEK.

It's our intent to publish CALPEEK's **Easy Reference Guide** next week - the April 12th edition. This particular issue contains information and phone numbers that anyone can gather, therefore, **you have CALPEEK's okay** to *COPY* the living daylights out of this guide and send it to all your clients and friends...

CALPEEK'S ETCETERA: POLITICAL SHORT TAKES.

Editor's note: Here are a few political items worth noting...

- **Gays Get Ready to March** - April 25 is the day that gays & lesbians will march on Washington D.C. in a show of force, just like in the old days of the civil rights movement. All of this comes at a time when gays & lesbians are pushing the Clinton Admin. and the U.S. Congress to stop banning gays & lesbians from military service. FYI: Seen in the window at the **Don't Panic** T-shirt store in West Hollywood -- a T-shirt that reads, "I Can't Even March Straight."...

- **Reilly Sues S.F. Examiner** - It's somewhat old news, but S.F. based political consultant Clint Reilly has hired S.F. attorney Fred Furth to handle a multi-million dollar lawsuit against the S.F. Examiner, SFE exec. editor Phil Bronstein and SFE publisher William R. Hearst III --- arising out of a late February fight in the SFE's office, where Reilly's left ankle was broken. The rival S.F. Chronicle is having fun with this story...

- **Special Elections Costly** - This is the year of the special election --- and it's costing CA counties a small fortune. And we should note, it's money that counties don't have. Enter State Sen. Milton Marks(D-S.F.) with his SCA 27, a constitutional amendment that would do away with **legislative specials** and instead have the governor make an appointment. The person appointed under SCA 27 would have to belong to the same political party as the person no longer in office...

GOP ASSEMBLY WHIP PRINGLE AT LINCOLN CLUB...

Republican Assembly Whip Curt Pringle of Orange Co. will be the featured speaker when the San Gabriel Valley chapter of the CA Lincoln Club holds its April 16 breakfast meeting, 7:30 a.m., Industry Hills Sheraton. RSVP to Natalie Blanning (818)919-7497...

NEW JOBS, ADDRESSES AND PERSONNEL NOTICES.

Editor's note: Here are some items to mark down in your notebook...

- John Allan Peschong has been named communications director of the CA Republican Party. He was media director for Bruce Herschensohn's U.S. Senate campaign in 1992...

- Nelson Communications moves its Orange Co. office to 18401 Von Karman Ave., Ste. 120, Irvine, CA 92715. Phone number is (714)957-1010...

- Former Assemblyman Tom Mays has joined Pacific Mutual Life Insurance Co. as government relations director. Mays served one term in the assembly, from 1990 to 1992...

- Some major changes at Pacific/West Communications Group, Inc. Rick Davis, who was the campaign director for John Seymour's 1992 election, has been named vp in the firm's Sacto office. Rene Taylor is now the firm's sr. associate in Sacto. P/W has also opened an office in Irvine at 19800 MacArthur Blvd., Ste. 1450, Irvine, CA 92715; (714)724-4546. Lisa Burke is vp in charge...

- Sharon Cerrell, Matthew Klink and Monique Moret have all been promoted to AEs at L.A.-based Cerrell Associates...

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- **TEMPORARY, FULL-TIME** position available APRIL 8th - MAY 26th with political and communications consulting firm in Westwood. Bright, motivated person with Microsoft experience needed to assist with communications project and general office duties. Salary \$6/hour + parking. FAX resume to (310)443-9986...

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